

# ***NEW JERSEY CENTER FOR THE PERFORMING ARTS CORPORATION***

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## **NEWS RELEASE**

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WORLD-CLASS CONCERT HALL TO BE FIRST PHASE OF

NEW JERSEY CENTER FOR THE PERFORMING ARTS

--Unique Public/Private Partnership To Finance Center--

--Performing Arts Center Intended To Spark

Revitalization in Newark--

FOR IMMEDIATE RELEASE: February 7, 1989

NEWARK, NJ, February 7 -- New Jersey Governor Thomas Kean, Newark Mayor Sharpe James and a consortium of business and cultural leaders today announced plans for a world-class concert hall to be built as the first phase of the New Jersey Center for the Performing Arts in downtown Newark.

The group revealed that the site for the Center will be on the east side of Military Park. It is thought that this location will bring the most benefit to the city of Newark. The site represents a variation of the original plan of two years ago which recommended the west side of Military Park as the designated area. The revised proposal opens an area to the Passaic waterfront and provides development opportunities for a vibrant and active Cultural District.

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The Committee to Advance the New Jersey Center for the Performing Arts unveiled a unique plan whereby a public/private partnership can make the New Jersey Center for the Performing Arts a reality.

The cost of the concert hall and land for the first phase is estimated at \$75 million. The Committee presented Governor Kean with a stand-by guarantee of \$33 million to become effective if the state approves the \$33 million outlined in the Governor's 1990 budget. Thus, if the Governor's budget as proposed becomes effective July 1, 1989, \$66 million will be available to begin development of the Center. The remainder of the financing will come through available Federal and other funds.

"Today I am happy to say that my challenge to the private sector has been met. I am proud to report that the business community in New Jersey stands ready, willing and able to put off-Broadway 'off Broad Street' in Newark," said New Jersey Governor Kean.

The Committee believes its plan is the best business approach to finance the Center and ensure its success.

Raymond G. Chambers, Committee Chairman, stated, "The private sector approached this plan from a business perspective. By phasing the Center, and incorporating it with mixed-use development, we believe we accomplished our goal.

Both Newark and the state will benefit enormously from the cultural facilities and from potential revitalization spawned by the Center."

The plan presented includes:

- construction to be in phases, beginning with a concert hall to serve as the resident home of the New Jersey Symphony;
- opportunity for the Center to generate income through development of adjacent property;
- use of generated income to support the Center and to fund future construction phases and/or mixed-use development.

Toward this goal, a non-profit New Jersey Center for the Performing Arts Corporation has been established to develop and manage the Performing Arts Center. The Board of Trustees is comprised of a group of state and regional leaders who will bring substantial expertise in management and finance to the early stages of the Performing Arts Center.

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It is the hope of the Board of Trustees that, through the development of a carefully integrated master plan, the Performing Arts Center will be a catalyst in the revitalization of New Jersey's largest city -- Newark. The Trustees believe that this project is well-conceived and feasible, and that through the public/private partnership the Center will secure New Jersey's place as a national leader in the performing arts.

James Rouse, prominent community planner and developer, and advisor to the Committee, stated, "This is a rare opportunity for Newark -- to have one of the most remarkable public/private partnership's in the country seeking to revitalize the center of the city. It deserves everyone's support."

Today's announcement was the culmination of a process that began in December 1986, when the state commissioned C.W. Shaver & Co., a nationally respected consulting firm to performing arts organizations, to evaluate the need for world-class performing arts facilities in New Jersey and to determine the best site for these facilities. The Shaver Study confirmed the need for a performing arts center to be built in the state and demonstrated that Newark meets all the criteria to be home to such a project.

Following the presentation of the Shaver Study, the Governor established the Committee to Advance the New Jersey Center for the Performing Arts to review the findings of the Shaver Study and to make recommendations regarding the feasibility of the proposal.

Newark Mayor Sharpe James commented, "This is the most important project to the City of Newark this century. The commitment by the private sector and its support for the Center is a reaffirmation of Newark's position as the leading city in this region. We appreciate Governor Kean's commitment to this project, and believe the public/private partnership is key to making Newark a leading cultural and economic force into the 21st Century."

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